



**IMPACT
HUB**

Aruba

Where *Business Thrives*
and the Planet Prospers.

WELCOME





Beyond Creating Impact in Business Profit.

**IMPACT
HUB**

Aruba



- Community of 24.500+ members worldwide
- 110 Impact Hub locations
- 64 countries

**Locally rooted,
Globally connected**

Team



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About Us

Impact Hub Aruba aims to *support and empower* small and medium-sized enterprises (SMEs) and corporations in *implementing socially responsible strategies and achieving Sustainable Development Goals* while **driving economic growth, innovation, and social well-being.**

Understanding the Concept of Impact In Business



- The extent to which something has made a difference or created a meaningful effect in a specific area or on a specific target audience.
- Impact can be positive or negative
- It is often measured or evaluated to assess its significance and value.

IMPACT



According to UN:

Half the population of our world lives in Poverty.

1 Billion people have no access to electricity.

We're using 1.6 Earths to sustain our lifestyle, and ecosystems can't keep up with our needs.





How is the situation in Aruba?

DATA LIMITATION.

Unemployment rate in Aruba in 2022 is 6.6%.

Increase of 0.3 degrees in average temperature due to climate change.

Women in Hotel sector in Aruba experience inequality in their career.

Aruba distills water based on fossil fuel.

Increase consumption of electricity, increase production, increase chance for power outages.
Increased health risks.
Affects agriculture.

'Bestaansminimum' 2022, 2 adults, 2 children is AWG 5300.

Judgments regarding pregnancy and maternity, unequal pay and obstructions.
Study showed gender bias is present in Aruban hotels and starts from how society thinks. This bias affects how organizations and individuals behave and think.

According to data from the Central Bureau of Statistics, the average monthly income in 2020 was Afl. 3,497.



When my friend started with her treatment, she was able to smile again.

There is still work to be
done on our island to
create impact.

...and it is the responsibility of each and
every one of us to contribute and drive
positive change.

A woman in a red top and white skirt stands at the front of a meeting room, presenting to an audience seated at long tables. A large screen behind her displays the text "Turned passion into Profit." The room is modern with industrial-style lighting and decor. The image is overlaid with a semi-transparent orange-red filter.

What is **Creating Impact** in Business?

Evaluating and maximizing the positive consequences and outcomes of **our actions**, considering the **social, environmental, and economic dimensions**, to **drive sustainability** and contribute to the well-being of stakeholders and society.

How to **Create Impact?**

3 domains:

- **Environmental:** Go Green initiatives
- **Social Responsibility:** Stimulate safe labor practices and inclusiveness
- **Operations:** Sustainability in product/service development, work with vendors with impact and sustainable business practices, practice ethical business.

IMPACT

Action-oriented to generate positive change.

VS

SUSTAINABILITY

Balancing social, environmental and economic consideration for a thriving planet now and future.





Measure Impact

- Quantitative
- Qualitative

How are we **creating Impact?**

- Programs and Training to support scale-up growth.
- Support to small business with coaching from the ESG perspective.
- Collaboration and Partnerships with startups and organizations locally and globally.
- Supporting the revitalization of the depressed area of Weststraat through creative placemaking (Orange Economy).
- Support large organizations with creating Impact and embedding Sustainability.



SMEs represent **97%** of **Active Companies**,
52% of **Employees** and **52%** of **Wages** and
Salaries.

Imagine the potential of the **97%** to
Create impact in their business and
envision the transformative power it
holds.

*The power to drive change is in **YOUR** hands.*



Inspire Action.

Drive **Positive Change** through
Business.